

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Vincent R. Koser	§	Group Art Unit:	4127
		§		
Serial No.:	10/631,181	§		
		§	Examiner:	Rodney M. Henry
Filed:	July 31, 2003	§		
		§		
For:	SYSTEM AND METHOD FOR EXECUTION OF CUSTOMER- SPECIFIC MARKETING, DISCOUNTS, AND PROMOTIONS	§	Atty. Dkt. No.:	11446.10
		§		

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION MAILED APRIL 8, 2008

This is a reply to the Office action mailed April 8, 2008, in this application. After entering the amendments below, please reconsider this application and allow all claims.

An Amendment to the Specification begins on page 2 of this reply.

A Listing of Amended Claims begins on page 3 of this reply.

Remarks/Arguments begin on page 8 of this reply.